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SUPPLY EQUIPMENT CATALOG

for the

NATIONAL
SHOW CARD WRITER



Manufactured by

**National Sign Stencil
Company**

282 East Fifth Street

St. Paul, Minn.



Detach Here

Gentlemen:

Date

Please send the following supplies for the National Show Card Writer at once to:

Name

Address

City

State

Quantity

Style

Size

Description

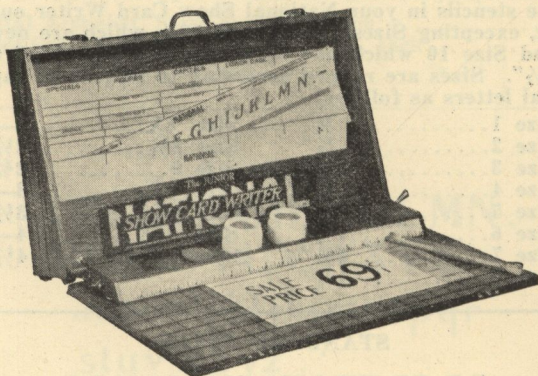
Each

Extension

Attach extra sheet, if necessary

A Catalogue of Supplies for the

NATIONAL SHOW CARD WRITER



To Our Friends and Customers:

Several new ideas have been included in making up this catalog so that it might be of more and better service to you.

First, the range of sizes in the "Key to Sizes" (see page 2) has been increased. Sizes known as 8X, 9X, and 10X have been added. Also Size 10, formerly $5\frac{3}{4}$ inches, has been changed to $4\frac{1}{2}$ inches, and sizes from 5 inches upward will be made in even inch sizes. These are listed under "Super Sizes" on page 2.

Second, the range of sizes of most alphabets and figures have been enlarged so as to include all the sizes which we believe are most effective for the particular style given. However, any style shown in this catalog can be made in almost any size, and we invite you to write us if you do not find listed the exact style and size you want. All our latest styles of alphabets and figures have been included in this catalog together with some which have not previously been listed.

Also, to a considerable extent, the instructions for use of the National Show Card Writer have been included in this catalog, with suggestions for modern sign and show card designs.

May we suggest that you look through the catalog carefully for you are sure to find several styles and sizes you will want to add to your National Show Card Writer for variety and new interest.

NATIONAL SIGN STENCIL CO., INC.

Prices given in this catalog replace any and all previous listed prices for identical merchandise.

COPYRIGHT 1936

Alphabets and Figures

In Upright Styles

When ordering alphabet and figures stencil plates, be sure to mention Style, Size, and Description (whether capital or lower case alphabet, figures, or ornament plate), so that your order can be filled correctly.

KEY TO SIZES

The size numbers correspond with sizes given on the stencils in your National Show Card Writer outfit, excepting Sizes 8X, 9X, and 10X, which are new, and Size 10 which has been changed from 5 $\frac{3}{4}$ " to 4 $\frac{1}{2}$ ". Sizes are ranged according to heights of capital letters as follows:

Size 1.....	$\frac{1}{4}$ "	Size 8X.....	2—"
Size 2.....	$\frac{3}{8}$ "	Size 8 $\frac{1}{2}$	2 $\frac{1}{2}$ "
Size 3.....	$\frac{1}{2}$ "	Size 9.....	2 $\frac{3}{4}$ "
Size 4.....	$\frac{5}{8}$ "	Size 9X.....	3—"
Size 5.....	$\frac{7}{8}$ "	Size 9 $\frac{1}{2}$	3 $\frac{1}{2}$ "
Size 6.....	1 $\frac{1}{8}$ "	Size 10X.....	4—"
Size 7.....	1 $\frac{3}{8}$ "	Size 10.....	4 $\frac{1}{2}$ "
Size 8.....	1 $\frac{3}{4}$ "		

STANDARD STYLE

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z ..
a b c d e f g h i j k l m n o p
q r s t u v w x y z .. ?
1 2 3 4 5 6 7 8 9 0 \$ ¢ ~

One of the most popular types listed. Made in a large range of sizes, to suit every need.

Capital Alphabet, Sizes 3, 4, 5, 6, 7, 8, each.....	\$1.25
Sizes 8X, 8 $\frac{1}{2}$, 9, each..	\$1.50
Sizes 9X, 9 $\frac{1}{2}$, each..	2.00
Sizes 10X, 10, each.....	2.25
Lower Case Alphabets to match Capitals....	Same Prices
Figures, Sizes 3&5 paired, 4&6 paired, 7, 8, 8X, 8 $\frac{1}{2}$, 9, 9X, 9 $\frac{1}{2}$, each.....	1.25
Sizes 10X, 10, each.....	1.50

SUPER SIZES

For large banners, streamers, and announcements on wood, metal, paper, or sign muslin, use our Standard Style in the following sizes:

5" Capitals.....	\$2.50	5" Figures.....	\$1.50
6" Capitals.....	2.75	6" Figures.....	1.50
7" Capitals.....	3.00	7" Figures.....	1.75
8" Capitals.....	3.25	8" Figures.....	1.75
9" Capitals.....	3.50	9" Figures.....	2.00
10" Capitals.....	3.75	10" Figures.....	2.00
11" Capitals.....	4.00	11" Figures.....	2.25
12" Capitals.....	4.25	12" Figures.....	2.25
13" Capitals.....	4.50	13" Figures.....	2.50
14" Capitals.....	4.75	14" Figures.....	2.50
15" Capitals.....	5.00	15" Figures.....	2.75

Larger sizes quoted on request.

STYLE 2

ABCDEFGHIJKLMN
OPQRSTUVWXYZ. S
abcdefghijklmn
opqrstuvwxyz.

An easy to use type, suitable for general purposes.

Capital Alphabet, Sizes 4, 5, 6, 7, each.....\$1.50
Lower Case Alphabet, Sizes 4, 5, 6, 7, each..... 1.50

STYLE 3-UR

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz . '

A Roman style letter, makes cards that have the appearance of being printed. Easy to read.

Capital Alphabet, Sizes 5, 6, 7, 8, each.....\$1.50
Lower Case Alphabet, Sizes 5, 6, 7, 8, each..... 1.50

STYLE 3-W

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz.

Same style as Style 3-UR above but wider. Good for headings.

Capital Alphabet, Sizes 4, 5, 6, 7, 8, each.....\$1.50
Lower Case Alphabet, Sizes 4, 5, 6, 7, 8, each..... 1.50

OUR GUARANTEE

All stencils and supplies listed in this catalog are guaranteed to be entirely satisfactory in every way, whether for material, workmanship, or design. If otherwise, we will exchange the goods or refund your money, promptly, cheerfully, and without question.

STYLE 4-R

**A B C D E F G H I J K L M N
O P R S T U V W X Y Z.**

**a b c d e f g h i j k l m n o p
q r s t u v w x y z.**

1 2 3 4 5 6 7 8 9 0. ¢ \$ %

We recommend this series for all around use.

Capital Alphabet, Sizes 3, 4, 5, 6, 7, 8, each.....\$1.25
 Sizes 8X, 8½, 9, each....\$1.50 Sizes 9X, 9½.... 2.00
 Lower Case Alphabet, to match Capitals.....Same Prices
 Figures, Sizes 3 & 5 paired, 4 & 6 paired, 5 & 7
 paired 8, 8X, 8½, 9, 9X, 9½, each..... 1.25

STYLE 4-W

**A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z.**

1 2 3 4 5 6 7 8 9 0 \$ ¢

A variation of the series above. Adapted to announcements and cards where a bold type is desired.

Capital Alphabet, Sizes 3, 4, 5, 6, 7, 8, each.....\$1.25
 Sizes 8½, 9,.....\$1.50 Size 9½..... 2.00
 Figures, Sizes 3 & 5 paired, 5 & 7 paired, 8, 8½, 9,
 9½, each..... 1.25

STYLE 5

**A B C D E F G H I E
J K L M N O P Q
R S T U V W X Y Z**

An old favorite standby alphabet.

Capital Alphabet, Sizes 4, 5, 6, 7, 8, each.....\$1.25
 Size 9..... 1.50

STYLE 6

A B C D E F G H I J K L
M N O P Q R S T U V
W X Y Z GOWNS

A type with much character, especially suitable for writing style and fashion cards.

Capital Alphabet, Sizes 5, 6, 7, 8, each.....\$1.50

STYLE 7

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z. &

Especially good for fine poster work.

Capital Alphabet, Sizes 5, 6, 7, 8, 9, each.....\$1.50

STYLE 8

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s u y

A beautiful type. Makes most attractive cards and signs when capitals and lower case are used together.

Capital Alphabet, Sizes 4, 5, 6, 7, 8, each.....\$1.50

Lower Case Alphabet, to match Capitals....Same Prices

"BRIDGED" ALPHABETS

Any of the regular two-position alphabets or figures shown in this catalog, will be supplied in the "bridged" or "stencil" type if desired. The "bridged" letters are sometimes desired where the showcards or signs are of a very temporary character. Prices are the same as listed for the style selected. Be sure to specify "bridged" when ordering any regular alphabets or figures cut in this manner.

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

Illustration above shows Style 4R (Regular) cut in "bridged" manner.

For "Key to Sizes" See Page 2

STYLE 9

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z.

a b c d e f i j k l m n o p q r s
t u v w x y z

An Old English type, especially effective for Holiday use. Use Capitals and Lower Case together.

Capital Alphabet, Sizes 5, 7, 8, 9, each.....\$2.50

Lower Case Alphabet, Sizes 5, 7, 8, 9, each..... 1.50

STYLE 10

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z

A strong Gothic type for initials. Can be used in combination with various lower case alphabets, preferably Old English Style 9.

Capital Alphabet, Sizes 5, 7, 8, 9, each.....\$2.50

STYLE 11

A B C D E F G H I J
K L M N O P Q R
S T U V W X Y Z.

a b c d e f g h i j k l m
n o p q r s t u v w x y z.

In the small sizes, this style is good for writing descriptions and for small cards. A good copy of pen work.

Capital Alphabet, Sizes 2, 3, 4, 5, 6, each.....\$1.50

Lower Case Alphabet, Sizes 2, 3, 4, 5, 6, each..... 1.50

STYLE 16

A B C D E F G H I J K L M N O P O
R S T U V W X Y Z

A dainty headline alphabet, very pretty and effective.
Capital Alphabet, Sizes 7, 8, 8X, 8½.....\$1.50

STYLE 17

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z &.

A "bridged" alphabet for quick work. Each letter complete as shown.
Capital Alphabet, Sizes 3, 4, 5, 6, 7, each.....\$1.25

STYLE 19

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

Strikingly unusual and attractive letter style.
Capital Alphabet, Sizes 4, 5, 6, 7, 8, each.....\$1.25

CARE OF THE STENCILS

Always file stencil plates back of the proper index. This saves time and trouble.

It is not necessary to wash the stencil plates each time after using them. The ink that dries around the letters will mix up again with the moist brush.

To wash the stencils, run COLD water over the stencil, brushing lightly to loosen the ink, and blot thoroughly dry between newspapers or towels.

Keep stencils away from heated radiators or other excessive heat.

For "Key to Sizes" See Page 2

STYLE 22-C

A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z ' .
a b c d e f g h i j k l
m n o p q r s t u v w
x y z

Cut from the pattern of the well known Cooper Bold type, much used in newspaper advertising. Condensed, as illustrated, so as to be more practical for card and sign use.

Capital Alphabet, Sizes 5, 6, 7, 8, each.....\$1.25
 Sizes 8X, 8½, 9, each..\$1.50 Sizes 9X, 9½, each.. 2.00
 Lower Case Alphabet, to match Capitals.....Same Prices

STYLE 22

1 2 3 4 5 6 7 8 9 0 \$ ¢

Figures only, to be used with Style 22-C Alphabets above.
 Figures, Sizes 5, 6, 7, 8, 8X, 8½, 9, 9X, 9½, each....\$1.25

WRITING SHOW CARDS WITH STENCILS

Arrange the words or type-matter on the card by making faint pencil marks where the lines of type should be, using the "type scale" (included in every National Show Card Writer outfit) which shows the heights of the alphabets.

Place the card under the clamp and square it up, either with the cross-scores on the new working boards, or with the edge of a stencil held against the clamp.

Hold the brush upright when stenciling, with not too much pressure. Brush with an easy back-and-forth stroke, not circular.

When the first letter is brushed on, place the stencil of the second letter over the finished first letter, slide the stencil to the right until the letter seem just to meet, then slide another ⅛ inch to the right. The second letter is then in position to be brushed on.

Some letters are in two sections, such as A, B, O, etc. Brush in the first section, move the stencil plate until the second section slightly overlaps the first, and complete the letter.

STYLE 23

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z
1 2 3 4 5 6 7 8 9 0 \$

A very tall, very narrow style for use where space is much condensed. Size 9½ letters in this alphabet take about the same space in width as Size 8 in Standard Style. Furnished only in heights from 3½ inches (Size 9½) and up.

Capital Alphabet, Sizes 3½" (Size 9½), 4", each....\$2.00
 Sizes 4½", 5".....\$2.25 Size 6"..... 2.50
 Figures, Sizes 3½" (Size 9½), 4", each..... 1.25
 Sizes 4½", 5", 6", each..... 1.50

STYLE 25

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z.
1 2 3 4 5 6 7 8 9 0 \$¢

A powerful type, makes very effective cards in any size, either small or large. We recommend this style if you want a real attention-compelling alphabet or set of figures.

Capital Alphabet, Sizes 4, 5, 6, 7, 8, each.....\$1.25
 Size 9...\$1.50 Size 9½...\$2.00 Sizes 10X, 10... 2.25
 Lower Case Alphabet, to match Capitals.....Same Prices
 Figures, Sizes 4, 5, 6, 7, 8, 9, 9½, each..... 1.25
 Sizes 10X, 10..... 1.50

For "Key to Sizes" See Page 2

STYLE 26-R

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z.

One of our newest styles, modern, with lots of snap. Makes attractive cards, using Style 26-W shown below for headings and this Style 26-R for descriptions.

Capital Alphabet, Sizes 4, 5, 6, 7, 8, each.....\$1.25
 Sizes 8½, 9, each.....\$1.50 Size 9½..... 2.00
 Lower Case Alphabet, to match Capitals.....Same Prices

STYLE 26-W

A B C D E F G H I J
K L M N O P Q S T
U V W X Y Z
a b c d e f g h i j k l
m n o p q r s t u v w

Use this interesting new alphabet alone-or in combination with other styles.

Capital Alphabet, Sizes 4, 5, 6, 7, 8, each.....\$1.25
 Sizes 8½, 9, each.....\$1.50 Size 9½..... 2.00
 Lower Case Alphabet, to match Capitals.....Same Prices



Try these off-center "block" style lay-outs for your show cards. They work out faster and easier than to center the wording on the cards.

STYLE 30

**A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z**

An ultra modernistic style, with natural "bridging."
A one-position alphabet, can be used very rapidly. Made
in the smaller sizes only.

Capital Alphabet, Sizes 2, 3, 4, 5, each.....\$1.25

ARABESQUE STYLE

**A B C D E F G H I J K L
M N O P R S T U V W X Y**

A novel style, good for headlines for special sales, menu
cards, announcement posters, etc.

Capital Alphabet, Sizes 5, 6, 7, each.....\$1.50

CLEARTYPE STYLE

**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o
p q r s t u v w x y z, -**

A condensed style, good to use where space is narrow
or otherwise limited. Easy to read.

Capital Alphabet, Sizes 5, 6, 7, 8, each.....\$1.25

Sizes 8½, 9, each.....\$1.50 Size 9½..... 2.00

Lower Case Alphabet, to match Capitals.....Same Prices

**ANNUAL
SALES**



**FOR THE
HOME**

*Togs
for
Tiny
Tots*

These block style lay-outs are modern in design, besides
being easy and fast to write.

For "Key to Sizes" See Page 2

GEORGIAN STYLE

ABCDEFGHIJKLMNOP
QRSTUVWXYZ & !?

A very pleasing style, easy to use, suitable for all lines of business and all kinds of cards. Offered in a large range of sizes.

Capital Alphabet, Sizes 3, 4, 5, 6, 7, 8, each.....\$1.25
Sizes 8½, 9, each..... 1.50

HEADLINE STYLE

ABCDEFGHIJKL
MNOPQRSTU
vwxyz

A bold plain type for many uses. The Lower Case may be used in combination with various other styles of capitals.

Capital Alphabet, Sizes 8, 8X, each.....\$1.25
Sizes 8½, 9, each.....\$1.50 Size 9½..... 2.00
Lower Case Alphabet, to match Capitals.....Same Prices

JAPANESE STYLE

AABCDEFGHIJKLM
NOPQRSTUVWXYZ

Quaint Oriental type for variety.

Capital Alphabet, Sizes 6, 7, 8, each.....\$1.50

NEWS TYPE STYLE

ABCDEFGHIJKLM
NOPQRSTUVWXYZ? !

A good block style for announcements, posters, and heavy work.

Capital Alphabet, Sizes 8X, 8½, 9, each.....\$1.50

MODERNE STYLE

A B C D E F G H I J
K L M N O P Q R
S T U V W X Y Z
a b c d e f g h i j k
l m n o p q r s t u
v w x y z ' ? ! . ! ?
1 2 3 4 5 6 7 8 9
0 \$ ¢

A classy type, can be used alone or with other styles. Gives your show cards a vigorous, smashing distinction.

Capital Alphabet, Sizes 4, 5, 6, 7, 8, each.....\$1.25

Sizes 8½, 9, each..... 1.50

Lower Case Alphabet, to match Capitals.....Same Prices

Figures, Sizes 4, 5, 6, 7, 8, 8½, 9, each..... 1.25

OLD CLASSIC STYLE

A B C D E F G H I J K L M M
N O P Q R S T U V W X Y Z . ? !
a b c d e f f g h i j k l m n o p
q r s t u v w x y y z
1 2 3 4 5 6 7 8 ' 9 0 \$ ¢

A good style for "fashion" cards featuring ladies' or men's wearing apparel, rugs, home furnishings, etc.

Capital Alphabet, Sizes 7, 8, 8X, 8½, each.....\$1.50

Lower Case Alphabet, Sizes 7, 8, 8X, 8½, each..... 1.50

Figures, Sizes 7, 8, 8X, 8½, 9, each..... 1.25

For "Key to Sizes" See Page 2

OLD ENGLISH STUB STYLE

A B C D E F G H I J K
L M N O P Q R S T U V W
a b c d e f g h i j k l m n
o p q r s t u v w x y z

A modified Old English type, makes handsome posters. Use Capitals and Lower Case together.

Capital Alphabet, Sizes 6, 7, 8, 8X, each.....\$1.50
Lower Case Alphabet, Sizes 6, 7, 8, 8X, each..... 1.50

PEN STROKE STYLE

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z ..

An easy-to-use and easy-to-read style, with the appearance of good hand brushed work.

Capital Alphabet, Sizes 4, 5, 6, 7, 8, each.....\$1.25

STYLE

FIGURES STENCILS

"R" 1234567890 ¢ ¢ ~
"S" 1234567890 \$ ¢
"T" 1234567890 ¢ ¢
"X" 1234567890 \$ ¢
"Y" 1234567890 ¢ ¢ ..
"Z" 1234567890 \$ ¢

These figures may be used in combination with any of the other styles of alphabets shown in this catalog, or may be used for price ticket figures. Made in stock sizes as listed below. Be sure to mention style and sizes desired when ordering.

Style "R," Sizes 4&6 paired, 7, 8, 9, each.....\$1.25
Style "S," Sizes 4&6 paired, 7, 8, 9, each..... 1.25
Style "T," Sizes 4&6 paired, 5&7 paired, 8, 8½, 9, each 1.25
 Sizes 9½, 10, 6-in., each..... 1.50
 Sizes 8-inch, 10-inch, each..... 2.00
Style "X," Sizes 3&5, 4&6, 7, 8, 8X, 8½, 9, 9X, each.. 1.25
Style "Y," Sizes 3&5, 4&6, 7, 8, 8X, 8½, 9, 9X, each.. 1.25
Style "Z," Sizes 4&5, 6, 7, 8, 8X, 8½, 9, each..... 1.25

Alphabets and Figures in Slanting Styles

STYLE 1

A B C D E F G H
I J K L M N O
P Q R S T U V
W X Y Z Script
abcdefghijklmnopqrstuvwxyz

This is an attractive script type, good for ornamental work. Use Capitals as initials only in connection with lower case letters.

Capital Alphabet, Sizes 6, 8, each.....\$2.25
 Lower Case Alphabet, Sizes 6, 8, each..... 1.50

STYLE 3-S

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z.
abcdefghijklmnopqrstuvwxyz roman
1234567890. ¢ ¢

This Roman slant style is highly regarded for sign work. It harmonizes with other types, and is recommended for description lines in combination with upright headlines.

Capital Alphabet, Sizes 3, 4, 5, 6, 7, 8, each.....\$1.50
 Lower Case Alphabet, Sizes 4, 5, 6, 7, 8, each..... 1.50
 Figures, Sizes 3&5 paired, 4&6 paired, 7, 8, each.... 1.25

TRADEMARKS AND NAME PLATES

We can reproduce your trademark, name plate, or slogan in almost any size desired. Send us your copy for an estimate.

Your trademark, name plate, or slogan on your cards and signs gives them an individuality all their own.

For "Key to Sizes" See Page 2.

STYLE 12

*A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z . ' "*

*a b c d e f g h i j k l m n o p
q r s t u v w x y z .*

1 2 3 4 5 6 7 8 9 0 \$ % -

A favorite slanting style, very neat, used extensively for small and medium cards, and for general descriptive writing.

Capital Alphabet, Sizes 1, 2, 3, 4, 5, each.....\$1.25
Lower Case Alphabet, Sizes 2, 3, 4, 5, each..... 1.25
Figures, Sizes 2&3 paired, 3&5 paired, 4&6 paired,
per plate..... 1.25

STYLE 20

*A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z . , ' "*

*a b c d e f g h i j k l m n o p
q r s t u v w x y z . .*

One of the most beautiful types we have in stock. It makes outstandingly distinctive and attractive cards for any line of business or need. We highly recommend this style for its handsome appearance, ease of use and of reading.

Capital Alphabet, Sizes 5, 6, 7, 8, each.....\$1.50
Lower Case Alphabet, Sizes 5, 6, 7, 8, each..... 1.50

STYLE 21

*A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z*

*a b c d e f g h i j k l m n o p q r s t
u v w x y z*

A nice type for style cards.

Capital Alphabet, Sizes 5, 6, 7, each.....\$1.50
Lower Case Alphabet, Sizes 3, 4, 5, 6, 7, each..... 1.50

Don't crowd your cards with wording. Leave good margins—plenty of border space around the lettering so it is easy to read.

BRUSH STROKE STYLE

*ABC DEFGHIJKLM
NOPQRSTUUVWX
abc defghijklmn
opqrstuvwxyz*

This style has the appearance of free hand brush work, is easy to use and easy to read, and is suitable for almost any line of business or sign. Made in a large range of sizes.

Capital Alphabet, Sizes 4, 5, 6, 7, 8, each.....\$1.25

Sizes 8X, 8½, 9, each..\$1.50 Sizes 9X, 9½, each... 2.00

Sizes 10X, 10, each..... 2.25

Lower Case Alphabet, to match Capitals.....Same Prices

BULLETIN SLANT STYLE

***ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ&***

A big, strong, slanting alphabet, especially good for hardware stores, lumber yards, filling station banners, and road signs.

Capital Alphabet, Sizes 8, 8X, 8½, 9, each.....\$1.50

Sizes 9X, 9½, each..... 2.00

Sizes, 10X, 10, each..... 2.25

Sizes 5-inch, 6-inch..... 2.50

Lower Case Alphabet, to match Capitals.....Same Prices

SEMI-SCRIPT STYLE

*ABCDEFGHIJKLM
NOPQRSTUUVXYZ:
abcdefghijklmnopqrst
uvwxyz*

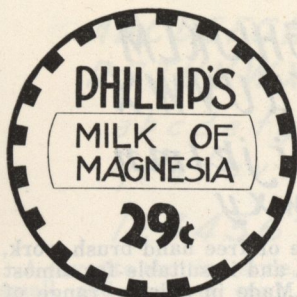
A fancy slanting style, good for headings on fashion cards, fountain cards, menus, etc. Capitals and lower case should be used together.

Capital Alphabet, Sizes 5, 6, 7, 8, 8X, 8½, 9, each....\$1.50

Lower Case Alphabet, Sizes 5, 6, 7, 8, 8X, 8½, 9, each 1.50

For "Key to Sizes" See Page 2.

No. CWB—COGWHEEL BORDER



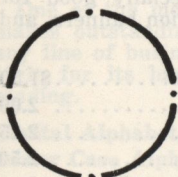
An attractive design to outline circular window signs or show cards. Three sizes in the set—for circles 10 inches, 12 inches, and 14 inches in diameter. Per set of three borders\$1.90

No. CPB—CIRCULAR BORDER

Extremely effective when used in color to outline circular window signs or show cards. Three sizes in a set—for circles 8 inches, 10 inches, and 13 inches in diameter. Per set of three borders. \$1.00



No. CSB—CIRCLES



These circles may be used for ornamenting small price cards and tickets. Very neat.

Set of 6 circles, in sizes 2" to 6" \$1.00

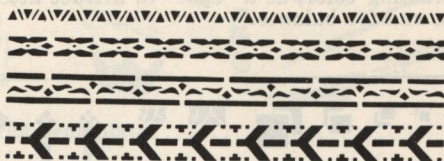
Set of 2 circles, in sizes 8" & 10" 0.50

No. OLB—OUTLINE BORDERS



Outline borders of scallops and points. Both designs in three sizes, $\frac{3}{4}$ " to 2", included in a set.....\$1.00

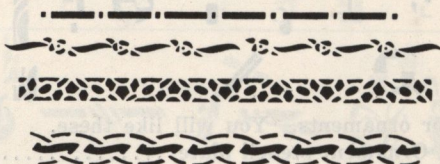
Attractive borders, four designs on a stencil plate, range from $\frac{1}{4}$ -inch to $1\frac{1}{4}$ -inches in width.



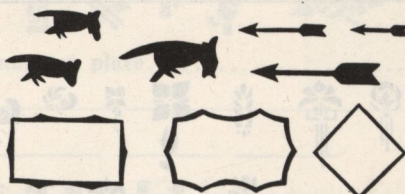
No. 38C, Border plate.....\$1.25



No. 38B, Border plate.....\$1.25

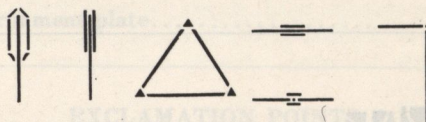


No. 38A, Border plate.....\$1.25



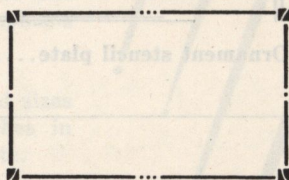
Index hands, arrows, and price ticket outlines, 9 designs, from 2 to 5 inches, on a stencil plate.

No. 39, Ornament plate.....\$0.75



Line ornaments, 5 designs, each about 3 inches in length, on a stencil plate.

No. 40, Ornament plate.....\$0.50

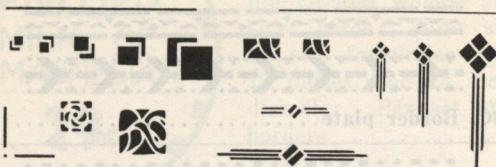


Line border, suitable for price cards, and scroll ornament on a stencil plate. Plate includes a border, $9\frac{3}{4}$ x6 inches, and scroll which is $1\frac{1}{2}$ x $3\frac{1}{4}$ inches.

No. 41, Ornament plate.....\$0.50

For "Key to Sizes" See Page 2.

Ornaments, for best effect, should be used sparingly. The most pleasing results are obtained by working them in a contrasting color, as a "spot" to attract attention, for emphasis, and for balance.



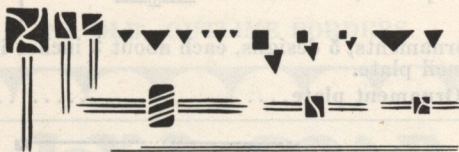
Geometric patterns, very neat.
No. 22-O, Ornament stencil plate.....\$1.00



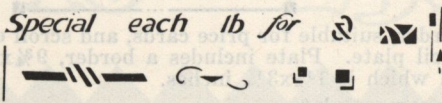
Two-clor ornaments. You will like these.
No. 23-O, Ornament stencil plate.....\$1.00



Flower motifs. Nice for fashion and style cards.
No. 24-O, Ornament stencil plate.....\$1.00



No. 25-O, Ornament stencil plate.....\$1.00



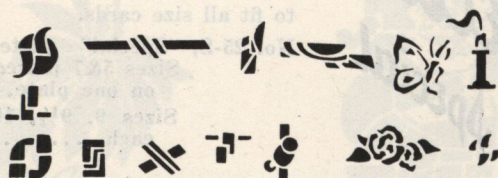
No. JRO, Ornament and wording plate especially made
for "Junior" assortment.....\$1.25



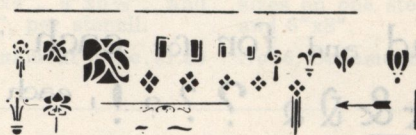
No. 42, Ornament plate.....\$1.00



No. 43, Ornament plate.....\$1.00



No. 44, Ornament plate.....\$1.00



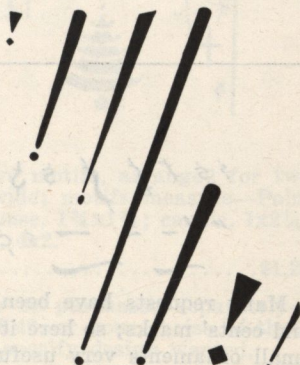
No. 45, Ornament plate.....\$1.00

EXCLAMATION POINTS

Are widely used and favored by card writers to add a dash of color or of emphasis to a card.

9 different styles and sizes from 1-inch to 12-inches in length on a stencil plate.

No. 52XP, Exclamation Points plate.....\$1.00



For "Key to Sizes" See Page 2.

No. 22-S "SPECIAL" PLATE

Special!

Wording plate, "Special," in jumbled style lettering that gets attention.

No. 22-S, "Special" plate, Sizes 5, 6, 7, each.....\$0.75

Sizes 8, 9, 9½, each..... 1.00

No. 25-S "SPECIAL" PLATE

*Special
Special*

Save time when making sale cards by using these "Special" wording plates. This attractive style furnished in several sizes to fit all size cards.

No. 25-S, "Special" plate,
 Sizes 5&7 paired
 on one plate..\$1.00
 Sizes 9, 9½, 10
 each 1.00

and and for for each "

& & & & ? ? ? ! ! each

Three frequently used words in card writing, "and," "for," "each," combined on this stencil plate in this attractive style lettering. Words cut in sizes 4 and 6 on this plate.

No. 32AOF, Wording plate.....\$1.25

\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$
 " " " " " " " " " " " " " " " "
 ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~

Many requests have been made for a plate of dollars' and cents' marks; so here it is, and includes several other small ornaments very useful on price cards, etc. Marks range in size from ½-inch to 2-inches in height.

No. 34DCM, Ornament plate.....\$1.00

HOLIDAY AND SEASONAL ORNAMENT PLATES



Bells motif, 3 sizes on one stencil plate, 3"x3½", 4½"x5½", and 6"x7½".

No. 3, Ornament plate. \$1.00



Chimney motif, 3 sizes on one stencil plate, 3¼"x4" 5"x6", and 7"x8½".

No. 4, Ornament plate \$1.00



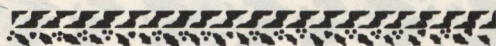
Poinsetta design in 3 sizes, 3"x4", 4"x5½", and 5½"x7½", per stencil.

No. 5, Ornament plate. \$1.00



Santa Claus, supplied in 2 sizes on one stencil—4"x6", and 6"x8".

No. 6, Ornament plate. \$1.50



Holly design border and five motifs, arranged for two colors. Border is one inch wide; motifs measure—Poinsetta, 5¼x1½; corner with house, 1¼x1¼; candle, 1x2¼; tree, 2½x2; corner with stars, 4x2.

No. CH8, Ornament plate.....\$1.25

Or, border and motifs may be purchased separately—Border, \$0.50; Motifs, each, \$0.40, or your choice of three motifs for \$1.00. Be sure to specify design wanted.

For "Key to Sizes" See Page 2.



CH1
5 x 2



CH2
5½ x 2¼



CH3
4¾ x 1¼



CH4
3½ x 3



CH5
3 x 3



CH6
3½ x 2



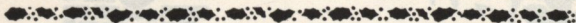
CH7
8½ x 2½



Individual Christmas ornament motifs, in the sizes as given, cut in two-position stencils for using two or more colors.

Nos. CH1 to CH7, each.....\$0.40
Or, your choice of any three..... 1.00

6A



6B



6C



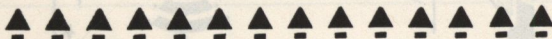
6D



6E



6F



Christmas border designs, in various arrangements of the ever popular holly patterns, cut in two-position stencils for using two colors.

Widths as follows: 6A, ½"; 6B, ⅞"; 6C, 1⅜"; 6D, 1¾"; 6E, 2".

Nos. 6A to 6E, each.....\$0.50
Or, your choice of any three..... 1.25

No. 6F, a modernistic border of Christmas trees, furnished in three widths, two-position stencils.

No. 6F, ¾", 1", or 1¼" wide, each.....\$0.40
Or, per set of three widths..... 1.00



Five small Christmas ornaments on one stencil, suitable for use on price tickets and small cards. Designs average 2½-inches wide.

No. 7, Ornament plate.....\$1.25

Merry Christmas



Happy New Year

More designs, for two or more colors, suitable for many uses. Motifs measure from 1½"x2" to 2½"x5". Wordings are cut in size 5, Style 9 (Old English) letters.

No. 8, Ornament plate.....\$1.25



Ornament designs for Autumn and Thanksgiving, three motifs in sizes as given above on one plate.

No. 14, Ornament plate.....\$1.00



Rabbit design, for Easter and Springtime cards. Three sizes on a stencil—3"x4", 4½"x6", and 6"x8".

No. 21, Ornament plate \$1.00



Turkey patterns in three sizes, 3"x3", 4½"x4½", and 6"x6", on one stencil.

No. 15, Ornament plate \$1.00

For "Key to Sizes" See Page 2.



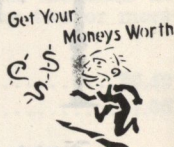
A dandy attention getter, for sale cards, announcements, and posters. Design measures 8x11 inches.

No. 30, Ornament plate...\$0.75

Ornaments especially suitable for menu cards, altho "Get your money's worth" may be used on many kinds of sale cards. Designs may be ordered separately if desired, at 50c each.



5x8



6x6

No. 31,
Ornament plate...\$1.00

"NATIONAL" CARD STOCK

This is a uniformly high quality card stock, especially selected for its good working qualities with "National" inks and stencils. Can be furnished in the following colors: White, India, Blue, Green, Gray, Gold, and Granite.

Sheets	20x26	13x20	10x13	6½x10
25	\$ 1.95	\$1.10	\$0.80	\$0.55
50	3.45	1.90	1.15	.80
75	4.95	2.65	1.50	.95
100	6.45	3.35	1.85	1.20
200	12.55	6.55	3.15	2.30
100's only, 23x35.....				\$9.40

STRIP PAPER

A good quality white strip paper, 6 inches wide, priced at 1c per yard.

Per roll, about 500 yards.....\$2.00

Black lettering on white or light colored card stock is the easiest of all colors to read. We suggest using black for all wording and red for prices or figures.

Always make a rough memorandum on a piece of scrap paper. Writing out the words or wording will prevent mis-spelling and omissions.

½-inch between letters is a good average spacing for most sizes of letters. Larger spacing may be used for large size letters. Letters with curved edges, O, C, G, may be spaced more closely, and letters with vertical edges, like H, M, N, may be given more space between. This makes for a more pleasing balance in the lettering.

INKS

Imported, instant-drying inks in twelve colors and gold and silver. Colors—Black, Red, Light Green, Dark Green, Light Blue, Medium Blue, Dark Blue, Yellow, Orange, Purple, Brown, White.

Each	\$0.20
Gold and Silver, each.....	.40

MOISTENING JARS

These jars are indispensable and a separate one should be used for each color.

Price per jar.....	\$0.20
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BRUSHES

Each brush is double-ended which will take care of two colors.

No. 6, $\frac{1}{2}$ " brush diameter.....	\$0.60
No. 7, $\frac{5}{8}$ " brush diameter.....	.65

USING THE INK FOR BEST RESULTS

The stencil inks, for use with National Show Card Writer outfits and stencils, are furnished in dry cakes. The brushes should be moistened on the moistening pads and then rubbed on the ink cakes to take up the color.

The ink must not be used too wet. Too much moisture in the brush will cause the ink to run under the cut-out and make blots on the work. Follow this process for the moistening pads—run plain water into the moistening jars. Let absorb for a few minutes, then pour off the excess water.

Tap the brush tip on the pad, then work up a good load of ink in the brush, working the brush on the ink cake and ink board. The ink in the brush should be thick and pull heavily—experiment a little until you get the right "feel" of the ink for clean outlines and good color.

Hold the brush perpendicular, brush back-and-forth with light easy pressure. If the brush has been used previously and dry flakes of ink surround the edge, do not wash this out as it wastes ink. Just moisten the brush and work up the ink on the ink board.

This stencil ink is instant-drying and the stencil plate may slide over it immediately. However, where the card stock has a smooth shiny surface, it is well to lift the stencil plate up and over to the new position.

READIMADE DESCRIPTIVE WORDINGS PLATES

These descriptive wordings plates are two-position stencils—like the “Special” plates in the National Show Card Writer outfits—and greatly increase the speed and efficiency of the operator who uses the same wording over and over, as for sale cards and signs, special merchandising events, and so forth.

We will make up any words or wordings desired using any alphabet listed in our catalog, in any sizes up to and including size 9½, at the following prices:

Up to 30 letters or figures or both—10c per character.

For 31 or more letters or figures or both—8c per character.

Minimum charge—\$1.00.

For larger sizes, write us for quotations.

Plates will be made with capital letters unless order specifies capital and lower case letters.

Be sure to specify style and sizes of letters or figures wanted.

Following are suggestions for Readimade Descriptive Wordings plates:

As Advertised	February	Package
Annual	February Sale	Pkg.
Annual Sale	Father's Day	Pair
Anniversary	Fair Week Sale	Pr.
Anniversary Sale	Formerly	Piece
Anniversary Week	Friday	Peck
Anniversary Sale	Gallon	Pk.
Price	Gal.	Price
And	Gifts	Quart
Bushel	Housefurnishing Sale	Qt.
Bu.	Hallowe'en	Quality
Bottle	Inch	Reduced
Box	In.	Reduced To
Basket	In Our Basement	Regularly
Bkst.	Just Received	Rug Sale
Can	January	Set
Case	January Sale	Suite
Complete	Lb.,	Sizes
Card	Loaf	Splendid Value
Choice	Labor Day Sale	St. Patrick's Day
Clearance	Made To Retail At	Sale
Clearance Sale	Made To Sell For	Saturday Special
Clearance Sale Price	Mother's Day	Special
Christmas	Memorial Day	Special Value
Dozen	Monday	Sale Price
Doz.	Monday Special	Special Today
Drug Sale Price	New Year's	Spring
Dollar Day	Now on Sale	Spring Sale
Each	Note the Quality	Spring Clearance
Ea	Ounce	Today
Electric	Oz.	Today's Feature
Electric Goods Sale	Our Special Price	Value
Easter	Of	Valetine's Day
Furniture	Off	White Goods Sale
Sale	Pound	We Save You Money
For	Pint	Yard
Featured At	Pt.	Yd.

The above are suggestions for your convenience. We will gladly make up any other wordings you may desire. Sample letterings will be sent upon request.

For “Key to Sizes” See Page 2.

Detach Here

Date _____

Gentlemen:

Please send the following supplies for the National Show Card Writer at once to:

Address

Name

State

City

[illegible]

A New Catalog of Supplies

for your

SHOW CARD WRITER

Sec. 562, P.L.&R.

J. B. Chappell, Inc.,
P.O. Box 5850
Roxborough, Phila. & Pa.

POSTMASTER: Catalog. May be opened
for postal inspection if necessary.

Return Postage Guaranteed

National Sign Stencil Co., Inc.

282 East Fifth Street

ST. PAUL

MINNESOTA

